



**Monthly Web Metrics Report**  
**Customer Service Web Portal (CSWP)**

**August 12, 2008**

## Revision History

Version	Date	Name of Author	Summary of Changes
1.0	August 12, 2008	CSWP, Senior Business Analyst	Baseline Draft

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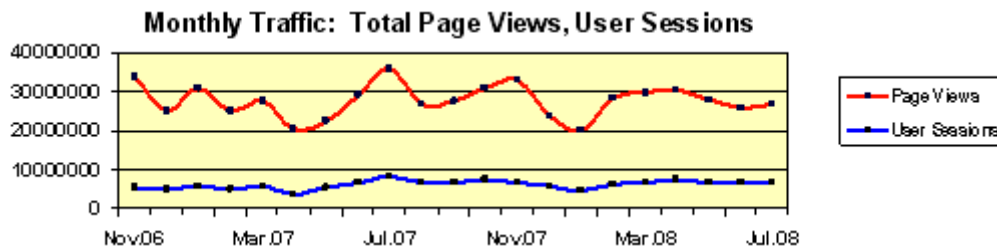
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## Executive Summary

This report covers USCIS Customer Service Web Portal (CSWP) Web metrics and related analysis for July 2008. Highlights in this report:

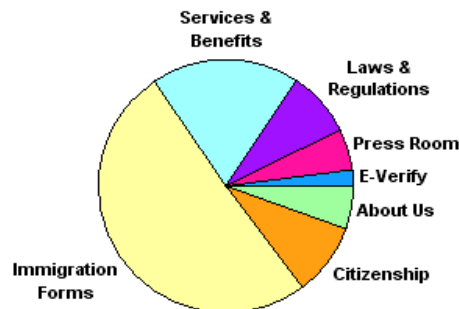
### ► Overall Traffic Volume Continues at Expected Levels

Page View and User Session metrics continued at levels consistent with those of the past several months. (See page 2).



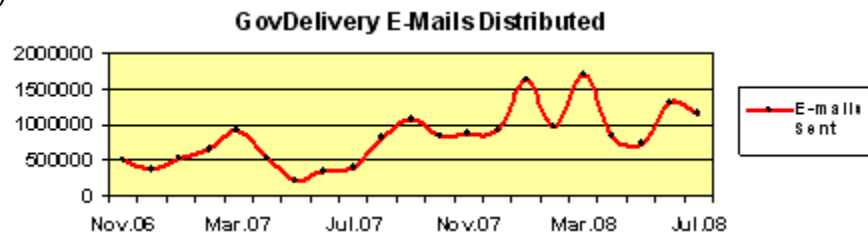
### ► Traffic to E-Verify and Press Room Return to Expected Levels

Traffic volume to E-Verify and Press Room, which had increased in recent months, returned to expected levels. Traffic to the other landing pages was relatively unchanged from the previous month. (See page 7.)



### ► GovDelivery E-mails Down 11 Percent

The number of distributed E-mails decreased by 11 percent from last month, in part because the page, "Application and Petition Receipting Update," was temporarily removed from the CSWP. (See page 10).



### ► New This Month: Traffic to FOIA Status Check

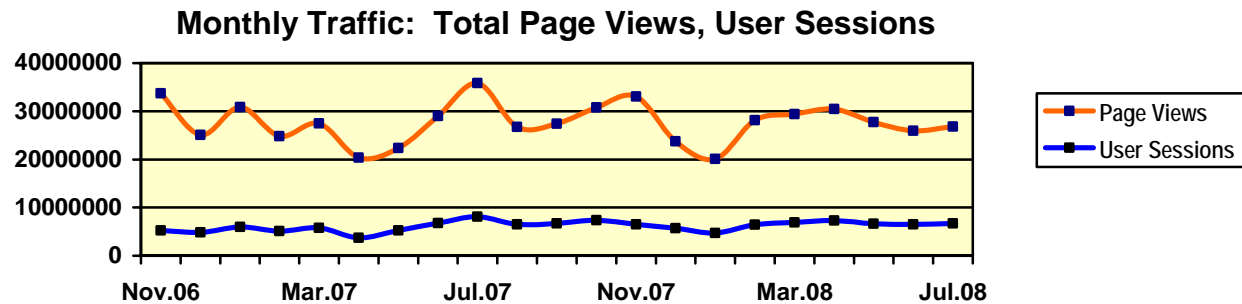
Data is now available on traffic to and within the FOIA Status Check application. Traffic increased notably over last month. (See page 8).

## USCIS.gov CSWP Visitor Traffic

Visitor traffic this month was at expected levels. **Notable:** Volume to Press Room and E-Verify returned to average levels.

Metric	Nov.07	Dec.07	Jan.08*	Feb.08	Mar.08	Apr.08	May 08	Jun.08	Jul.08
<b>OVERALL</b>									
User Sessions (Visits)	6,488,405	5,723,607	4,692,568	6,444,469	6,873,150	7,296,527	6,604,286	6,516,205	6,686,017
Average Weekday User Sessions	249,747	215,807	180,291	254,916	265,017	283,576	251,998	260,205	251,248
Average Session Length (min.)	5:11	5:05	5:23	5:18	5:15	5:08	5:07	5:03	5:03
Unique Visitors	2,996,538	2,662,821	2,342,869	3,020,970	3,152,243	3,220,610	3,066,103	3,102,912	3,128,981
One-Time Visitors	2,086,878	1,861,921	1,651,133	2,105,298	2,189,675	2,155,914	2,152,380	2,196,828	2,187,199
Repeat Visitors	909,660	800,900	691,736	915,672	962,568	996,329	913,723	906,084	941,782
Page Views	33,047,379	23,757,944	20,104,597	28,158,130	29,404,570	30,454,413	27,748,920	25,936,340	26,784,945
<b>SESSIONS BY CONTENT AREA**</b>									
About Us	158,623	127,043	113,168	162,638	159,086	161,904	148,454	140,501	145,354
Citizenship	233,916	189,115	188,768	273,281	276,387	259,033	245,074	227,304	238,600
Immigration Forms	1,135,653	962,421	895,197	1,278,140	1,330,849	1,298,301	1,261,846	1,249,485	1,311,952
Services & Benefits	495,058	414,026	375,918	524,183	524,094	531,879	492,124	473,686	490,004
Laws & Regulations	230,635	187,927	170,627	242,130	238,908	239,878	220,773	215,500	217,826
Press Room	123,607	92,657	87,572	147,438	192,065	385,116	217,584	190,372	139,343
E-Verify	34,571	29,467	27,676	29,931	28,142	54,780	54,543	78,978	48,537

\*January 2008 numbers are artificially low because one-third of the month's traffic data was lost by Akamai. \*\*Total user sessions that included views of these top-level landing pages.



**USCIS.gov CSWP Visitor Traffic** (cont.)

Metric	Feb.07	Mar.07	Apr.07	May 07	Jun.07	Jul.07	Aug.07	Sep.07	Oct.07
<b>OVERALL</b>									
User Sessions (Visits)	5,075,095	5,743,320	3,718,038	5,213,504	6,752,419	8,125,806	6,512,486	6,702,477	7,360,972
Average Weekday User Sessions	209,668	215,892	149,707	198,855	267,605	310,510	246,209	268,492	273,893
Average Session Length (min.)	5:50	5:38	5:11	5:08	5:10	5:38	4:57	4:58	5:00
Unique Visitors	2,345,397	2,626,690	1,720,609	2,354,930	2,900,172	3,346,430	2,799,902	2,919,726	3,101,740
One-Time Visitors	1,608,122	1,796,028	1,172,099	1,594,109	1,930,689	2,175,277	1,888,909	1,977,187	2,082,532
Repeat Visitors	737,275	830,662	548,510	760,821	969,483	1,171,153	910,993	942,537	1,019,208
Page Views	24,839,624	27,471,996	20,333,101	22,378,037	28,991,101	35,853,308	26,721,990	27,388,813	30,781,902
<b>SESSIONS BY CONTENT AREA**</b>									
About Us	177,238	189,575	107,418	146,569	182,544	224,016	161,335	162,743	177,982
Citizenship	307,146	318,294	166,614	253,079	324,840	518,522	232,039	239,350	264,313
Immigration Forms	1,254,178	1,396,462	734,079	1,094,513	1,493,319	2,288,096	1,223,194	1,193,541	1,294,232
Services & Benefits	548,583	585,754	334,303	459,238	597,038	741,264	512,733	518,399	563,142
Laws & Regulations	239,019	262,045	145,592	207,185	259,482	284,115	232,354	232,909	254,516
Press Room	99,960	121,579	182,934	167,884	163,819	288,576	261,337	227,123	162,919
E-Verify	--	--	--	--	--	--	--	--	38,302

\*\* Total user sessions that included views of these top-level landing pages

**USCIS.gov CSWP Visitor Traffic** (cont.)

Metric	Nov.06	Dec.06	Jan.07
<b>OVERALL</b>			
User Sessions (Visits)	5,227,836	4,813,792	5,977,794
Average Weekday User Sessions	198,576	183,354	219,122
Average Session Length (min.)	6:40	5:58	6:01
Unique Visitors	2,655,767	2,334,857	2,786,007
One-Time Visitors	1,942,268	1,665,337	1,936,981
Repeat Visitors	713,499	669,520	849,026
Page Views	33,696,881	25,091,517	30,829,277
<b>SESSIONS BY CONTENT AREA**</b>			
About Us	232,057	153,665	190,695
Citizenship	311,291	259,610	340,528
Immigration Forms	1,272,993	1,051,401	1,394,187
Services & Benefits	739,869	528,733	663,433
Laws & Regulations	275,318	214,037	283,700
Press Room	117,788	92,883	102,350
E-Verify	--	--	--

\*\* Total user sessions that included views of these top-level landing pages

**Legacy Data:**

Metric	Oct.05	Nov.05	Dec.05	Jan.06	Feb.06	Mar.06	Apr.06	May06	Jun.06	Jul.06	Aug.06
<b>OVERALL</b>											
Number of Visits for Month	5,606,638	5,228,536	4,796,783	5,880,085	5,275,683	6,595,111	5,430,691	6,343,209	6,461,774	6,368,348	6,615,892
Average Number of Users per day on Weekdays	197,087	177,535	216,748	214,550	238,746	209,501	233,824	247,748	243,423	243,762	
Average Visitor Session Length	10:03	9:57	10:09	10:14	10:01	10:04	9:26	9:21	9:13	9:26	9:19
Unique Visitors	2,616,967	2,506,623	2,292,376	2,822,446	2,560,638	3,037,551	2,694,475	2,988,946	2,895,689	2,869,849	3,011,114
One-Time Visitors	1,948,793	1,874,743	1,713,981	2,099,984	1,908,447	2,252,008	2,020,024	2,213,122	2,117,074	2,102,401	2,202,643
Repeat Visitors	668,174	631,880	578,395	722,462	652,191	785,453	674,451	775,824	778,615	767,448	808,471
Page Views	42,612,815	36,643,397	34,747,592	43,803,006	37,771,142	45,621,681	34,309,523	42,909,778	43,407,053	46,997,699	48,024,615
<b>BY CONTENT AREA</b>											
About USCIS & FOIA	121,769	113,230	100,346	119,227	112,846	152,055	114,076	130,592	110,982	126,973	124,400
Citizenship	254,944	230,921	203,845	280,486	256,647	323,259	261,660	316,445	266,417	295,543	303,690
Forms, Fees, and Fingerprints	1,762,408	1,700,623	1,496,248	2,057,635	1,838,320	2,224,544	1,778,612	2,025,909	1,847,694	1,988,824	2,177,214
Services and Benefits	1,151,285	1,007,368	899,499	1,170,523	1,029,707	1,278,951	1,046,395	1,312,791	1,191,518	1,322,802	1,265,599
Field Offices	494,468	444,776	380,937	506,861	454,049	562,760	430,387	491,890	448,242	498,303	532,232
Laws and Regulations	300,091	273,126	227,660	300,167	280,030	408,452	303,179	354,755	314,605	340,293	316,047
Public Affairs	498,780	434,841	371,691	480,092	357,455	480,005	446,937	519,529	513,273	536,881	518,869
How Do I ...?	551,803	509,790	427,989	562,199	493,865	605,168	462,597	555,854	496,269	562,639	608,339
CSSO	2,352,110	2,115,292	2,025,969	2,340,294	2,097,575	2,562,594	2,336,111	2,751,458	1,135,698	2,880,516	3,146,570

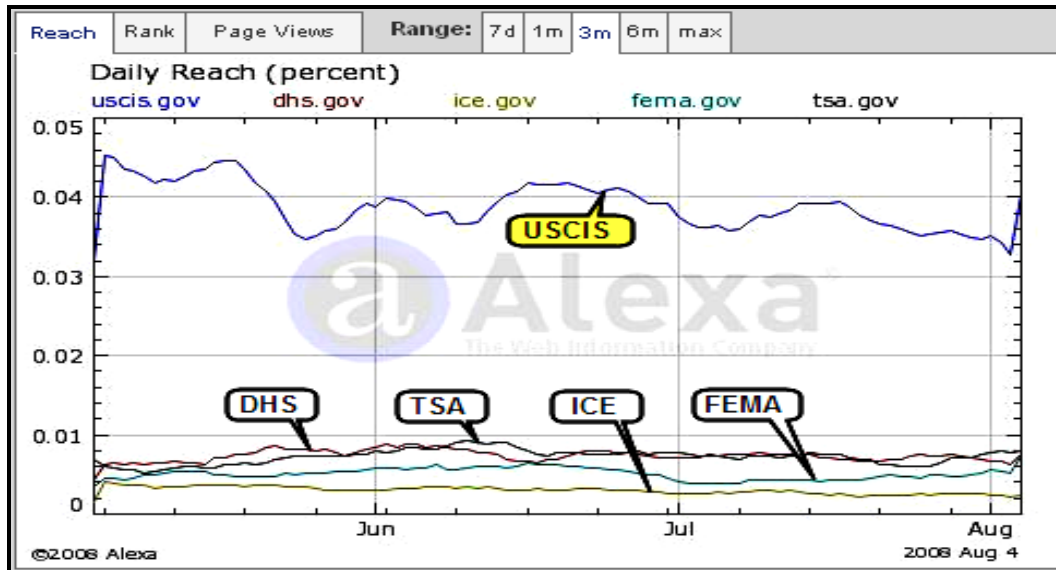


## USCIS.gov Traffic Compared to Federal Sites

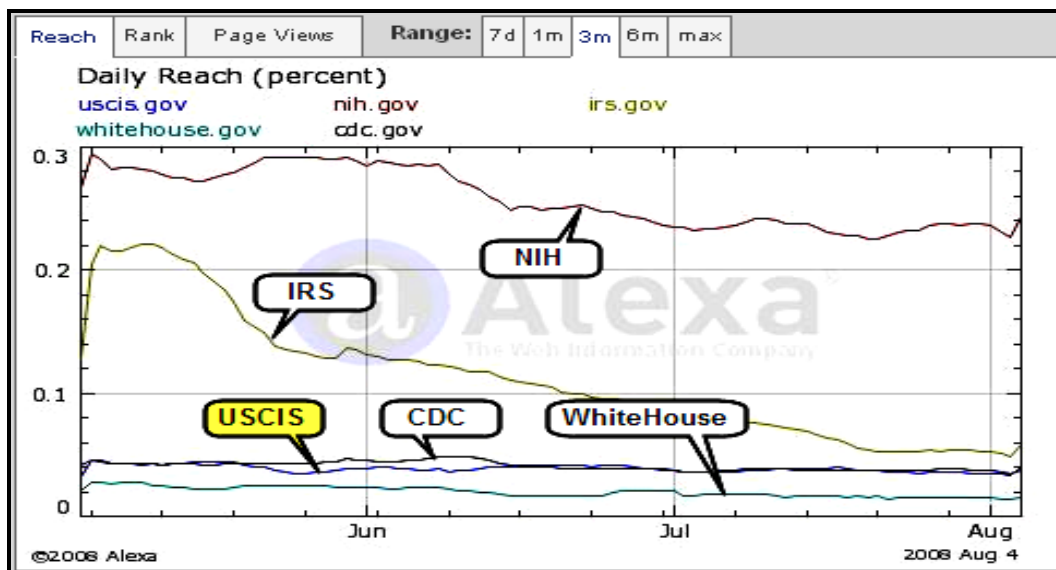
The charts below report traffic to the USCIS.gov site over the past three months, compared to that of other federal sites\* according to Alexa.com. The “Reach” scale refers to the percentage of unique users of the Alexa toolbar who visited a site on a given day.

**Notable changes this month:** None.

### USCIS.gov Compared to Other DHS Web Sites:



### USCIS.gov Compared to Leading Federal Web Sites:



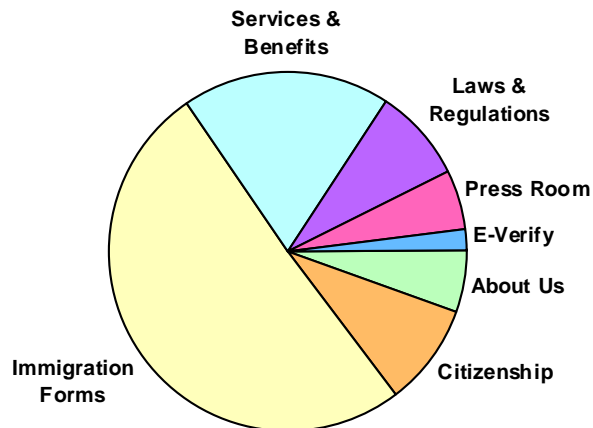
\* The first chart compares USCIS traffic to that of DHS and a few key DHS agencies. The second chart compares USCIS traffic to a rotating sample of the 7-8 federal Web sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, and IRS – as well as other well-known federal sites.

## Distribution of Traffic by Major Content Area

User sessions that involve visits to the major landing pages of the site indicate where users concentrate their attention during those sessions. Nearly half of visitors to the major landing pages viewed the Immigration Forms page.

**Notable change this month:** Traffic to E-Verify, which had shown a sizable increase last month, returned to a normal level. Traffic to the Press Room, which spiked in April 2008 apparently over heightened interest in the H-1B visa program, has returned to a more expected level. Overall, the distribution and volume of traffic to the seven landing pages were at levels that were roughly average for the last several months.

Content Area Landing Page	User Sessions
Immigration Forms	1,311,952
Services & Benefits	490,004
Citizenship	238,600
Laws & Regulations	217,826
Press Room	139,343
About Us	145,354
E-Verify	48,537
Total Sessions to These Pages >	2,591,616



## Distribution of Traffic – FOIA Status Check

The tables on this page reflect traffic to the FOIA Status Check landing page, and the number of transactions submitted to the application.

**Notable changes this month:** This is the first month that these metrics have been included in this report, and only the second month that metrics have been available. The volume of traffic was significantly higher than last month.

	Metric	Change from Last Month
<b>Traffic to Landing Page:</b>		
Successful requests for pages	15,599	+ 12,090
Distinct hosts served	6,898	+ 5,519
Total data transferred	87.477 MB	+ 66.838 MB
<b>Submission of Transactions:</b>		
Successful requests for pages	12,398	+ 8,446
Distinct hosts served	3,416	+ 2,655
Total data transferred	64.841 MB	+ 44.811 MB

## Top 25 Viewed Pages

The following table shows the most viewed (most requested) pages on USCIS.gov.

**Notable changes this month:** None. There were only very minor fluctuations in ranking and numbers from last month.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	6,809,332	25.42%
2	Immigration Forms (2)	2,330,091	8.70%
3	Lawful Permanent Residence ("Green Card") (3)	766,162	2.86%
4	Services and Benefits (4)	736,795	2.75%
5	Case Services While Your Case is Pending with USCIS (5)	586,339	2.19%
6	Citizenship (6)	398,213	1.49%
7	Application for Naturalization (7)	324,112	1.21%
8	Petition for Alien Relative (8)	322,623	1.20%
9	Laws, Regulations & Guides (9)	298,544	1.11%
10	Employment Authorization (15)	279,697	1.04%
11	Application for Employment Authorization (10)	279,363	1.04%
12	Processing Times and Case Status (11)	276,401	1.03%
13	Electronic Filing for Immigration Benefits (13)	256,698	0.96%
14	Contact Us (14)	248,821	0.93%
15	Naturalization (16)	229,694	0.86%
16	Employment Eligibility Verification (23)	217,199	0.81%
17	About Us (17)	194,572	0.73%
18	"How Do I?" Fact Sheets (18)	194,317	0.73%
19	Press Room (12)	191,930	0.72%
20	Application to Register Perm. Residence or Adjust Status (19)	182,479	0.68%
21	Affidavit of Support Under Section 213A of the Act (20)	175,864	0.66%
22	Education & Resources (21)	172,333	0.64%
23	Application to Replace Permanent Resident Card (22)	149,627	0.56%
24	Visit the US (24)	138,680	0.52%
25	Application for Travel Document (25)	136,988	0.51%
		...	...
Total Page Views this Month >		26,784,945	100.00%

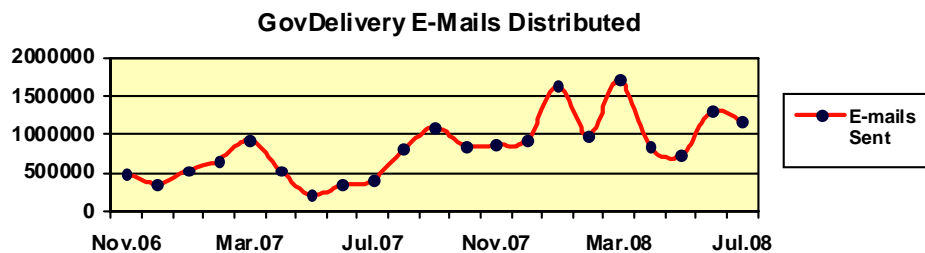
A number in parentheses indicates a page's ranking in the previous month.

\* Indicates a page that was not in the previous month's Top 25 Viewed Pages.

## GovDelivery Subscription E-mail System

More than 1.1 million E-mail notifications were sent this month to those who subscribe to CSWP pages, a decrease of about 11 percent from the previous month. As of August 1, 2008, there were over 195,000 active subscribers to at least one CSWP page.

**Notable changes this month:** Total E-mails sent to subscribers this month decreased about 11 percent from last month. The page, "Application and Petition Receipting Update," one of the ten pages to which one can subscribe, has been at least temporarily removed from the CSWP. This change affects the metrics listed below for monthly Total E-mails Sent and Net New Subscriptions Added. The page change also affects Total (Cumulative) Page Subscriptions, where there were over 12,000 new subscriptions but also a temporary loss of some 69,000 page subscriptions for those related to the one page.



**Total E-mails Sent to Subscribers This Month:** 1,159,804

**Total Subscribers:** 195,426

**Total Page Subscriptions:** 595,468 (down 8.5% from last month)

**Net\* New Subscriptions Added This Month:** -55,567 (see "Notable changes" above)

**Average Number of Subscriptions per User:** 3.1

**Top Subscribed Pages:** Home Page, Monthly Newsletter, Federal Register Announcements, Press Room, Information for Employers

**Percent of Click-Throughs This Month from Links in E-mails:** 5.1 percent

\* New subscriptions minus those ended voluntarily, removed because E-mail addresses were no longer valid, or stopped because a subscribed page was removed (even temporarily) from the CSWP

## Top 25 Referring Pages Sending Traffic to USCIS.gov

The following table lists the top 25 sources of Web traffic referred to USCIS.gov this month, as well as the page on USCIS.gov to which the traffic was directed.

**Notable changes this month:** While search engines and a few federal Web sites continue to account for many high-volume referrals, traffic is growing from links on such small non-federal immigration support sites such as visajourney.com and immihelp.com. (See items 10, 13, 14.)

	Referrals	Destination Page on USCIS.gov	Referring Page
1	173,690	home page	Google search for "uscis" (1)
2	48,600	home page	Google search for "ins" (2)
3	28,084	Immigration Forms	USCIS Customer Service Gateway (3)
4	26,435	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on travel.state.gov (5)
5	25,116	Immigration Classifications and Visa Categories	Temporary Visitors to the U.S. page on travel.state.gov (6)
6	25,014	home page	Google search for "uscis.gov" (11)
7	23,039	home page	Google search for "immigration" (8)
8	21,940	Immigration Classifications and Visa Categories: Immigrants	Visa Types for Immigrants page on travel.state.gov (9)
9	19,338	Employment Eligibility Verification	Hiring Employees page on irs.gov (10)
10	16,747	USCIS Fee Schedule	Forum entry on VisaJourney.com *
11	15,677	home page	Yahoo search for "uscis" (12)
12	14,342	Immigration Forms	Homepage on dhs.gov *
13	11,758	Form G-325	Form G-325 page on immihelp.com *
14	11,241	Form I-134	Affidavit of Support page on immihelp.com (7)
15	10,892	home page	Infopass start page (14)
16	10,470	Immigration Forms	Immigration page on dhs.gov (13)
17	8,880	home page	MSN search for "uscis" (18)
18	8,874	home page	Yahoo search for "uscis.gov" (17)
19	8,537	home page	Yahoo search for "ins" (20)
20	8,223	Petition for Alien Fiance(e)	Non-Immigrant Visa for a Fiance(e) (K-1) page on travel.state.gov *
21	7,745	home page	Yahoo search for "www.uscis.gov" (23)
22	7,521	Contract Between Sponsor and Household Member	Affidavit of Support page on travel.state.gov *
23	7,053	Immigration Forms	Google search for "uscis" *
24	7,027	Employment Eligibility Verification	Homepage on dhs.gov *
25	6,865	home page	Homepage on uscis.gov.com *

A number in parentheses indicates a ranking in the previous month for the same referring page and destination page.

\* Indicates a page that was not in the previous month's Top 25 Referring Pages.

## Ranking of USCIS.gov in Google and Yahoo Searches

The following results indicate how highly the pages of USCIS.gov rank when several popular search terms are entered in the Google and Yahoo search engines.

**Notable changes this month:** None. It is interesting to note, however, that over the past several months, both Google and Yahoo have adjusted their search engines so that results for these terms now rank a USCIS page almost unanimously as its number one result. As such, this report page may no longer be necessary.

Search Terms, and the Ranking of CSWP Pages in Search Results on Google and Yahoo	Google	Yahoo
uscis	1	1
uscis.gov	1	1
immigration	1	1
immigration and naturalization service	1	1
immigration forms	1	1
citizenship	1	2
ins	1	1
naturalization	1	1
green card	1	1
asylum	1	2

## Top 50 Search Terms from Referring External Search Engines

The following are the top 50 search terms entered into external search engines (e.g., Google, Yahoo, and others) that led to referrals of Web traffic to the CSWP this month.

**Notable changes this month:** None. The relative order and volume of traffic from the various terms remain virtually unchanged from month to month.

Phrase	Referrals
uscis	437,419
ins	133,211
uscis.gov	93,065
www.uscis.gov	67,598
immigration	63,086
us immigration	38,139
green card	19,377
i-9	19,039
i-9 form	16,570
us citizenship	13,425
ins.gov	11,460
uscis gov	10,269
us citizenship and immigration services uscis	10,260
immigration and naturalization	9,260
immigration forms	9,018
immigration and naturalization service	8,670
citizenship	8,511
form i-9	8,503
www.ins.gov	7,226
bcis	6,981
naturalization	6,713
i-765	6,622
uscis forms	6,095
i-130	5,862
e-verify	5,686

Phrase	Referrals
i-485	5,680
ins forms	5,176
i9	4,869
immigration services	4,865
cis	4,826
affidavit of support	4,603
n-400	4,420
usa immigration	4,324
pdf	4,172
i-134	4,087
i9 form	3,877
uscis.com	3,693
i-864	3,612
i-131	3,515
work permit	3,394
us citizenship and immigration services	3,291
us citizenship application	2,951
i-9 forms	2,941
n400	2,815
immigration and naturalization services	2,812
citizenship application	2,785
i-539	2,749
immigration laws	2,658
us cis	2,582
ar-11	2,565



## Top 50 Search Terms Entered into the CSWP Search Engine

The top search terms entered into the CSWP's internal search engine present a useful picture of what is most important to CSWP visitors. (Usability testing across a wide range of Web sites shows that about half of Internet visitors prefer to use a site's search engine to find what they want, while the other half prefers to use a site's navigation links to find the same information.)

**Notable changes this month:** Searches for I-9 jumped over 100 percent from last month, to be overwhelmingly the most requested topic. Searches related to immigration forms continue to account for about half of the top 50 searches.

Phrase	Count
i 9	20610
infopass	12356
i 130	11911
forms	10089
i 9 form	9773
citizenship	9517
n 400	8927
i 90	8410
i 765	8207
case status	7961
i 485	7595
visa bulletin	6952
i 94	6812
ds 230	6781
i 751	6608
naturalization	6370
form i 9	6353
i 131	6347
i9	6288
i 864	6133
green card	6057
marriage	5748
h1b	5269
passport	5156
m 476	5073

Phrase	Count
visa	4848
opt	4676
n400	4635
i 797	4268
ead	4208
appointment	4144
civil surgeon	3952
status	3896
i 539	3773
i 551	3761
change of address	3696
ar 11	3680
fees	3617
tps	3409
citizenship test	3364
spanish	3286
info pass	3238
i 134	3136
g 325a	3067
deportation	3019
reentry permit	2969
name change	2825
n 600	2825
i 129	2799
affidavit of support	2715

## Page Surveys as Partial Measure of User Satisfaction

Many pages on USCIS.gov contain a short survey that provides users the option to rate the usefulness of the page's information. Results from these surveys, though not statistically reliable, provide insight into user satisfaction and suggest that further data gathering may be useful to understand the reasons why certain ratings were given.

**Notable changes this month:** None. For the six pages that triggered the most surveys, as noted in the chart below, the per-page and average ratings are virtually unchanged from last month, with the "Contact Us" page consistently receiving the lowest rating. The average rating for these six pages:

- Useful – 46 percent
- Slightly Useful – 8 percent
- Don't Know – 12 percent
- Not Useful – 34 percent

